

# BUSINESSHERALD



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SAUCY SUDS: Household cleaning products meet high fashion as World designer Denise L'Estrange-Corbet test drives a limited edition detergent from Fashion Week sponsor Bee. See story, C3

PICTURE / DEAN PURCELL

# Detergent company takes on the World of fashion

As Fashion Week kicks off, an unlikely alliance between a high fashion label and a detergent company has come to light.

Household cleaning products meet haute couture.

However, the alliance between young New Zealand cleaning products business BEE (Beauty Engineered forEver) and leading local fashion house World is not as improbable as it seems.

The relationship sees the fashion label endorsing the Kiwi brand's delicate fabric wash.

The first step in marking the deal is a one-off, not-for-sale pack of BEE's delicate fabric wash produced for

World's guests at Fashion Week. Their show is scheduled for tonight.

BEE general manager Brigid Hardy says the businesses have shared values and attitudes that make the alliance credible and valuable.

"We're both small guys taking on the world. At BEE we've been hugely inspired by World's irreverence, innovation and individualism. It's exactly the sort of stuff we do to punch above our weight against the big soaps."

BEE launched a range of four household cleaning products in October last year, taking on a market dominated by multinationals.